# The Power of the Internet Blog & Introducing RESNET's Blog

**2005 RESNET Conference** 

March 2, 2005

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#### What is a Blog?

- Short for web log
- Interactive online information source
- Giant conversation in cyberspace

# Why are Blogs Popular?

- Any news is news (entries have a short life)
- Entries can be anonymous/unedited
- 7 million Blog sites
- 27% of internet users view blogs

## Most Blogs Have an "Agenda"

- Blogs became popular during the last presidential race
- Effective fundraising tool for Howard Dean
- Control of entries varies according to manager of Blog site

"Bloggers have no pretense about being objective and they are blasting wide open the myth of objectivity"

Jane Kirtley, media ethicist

# ResBlog's Agenda

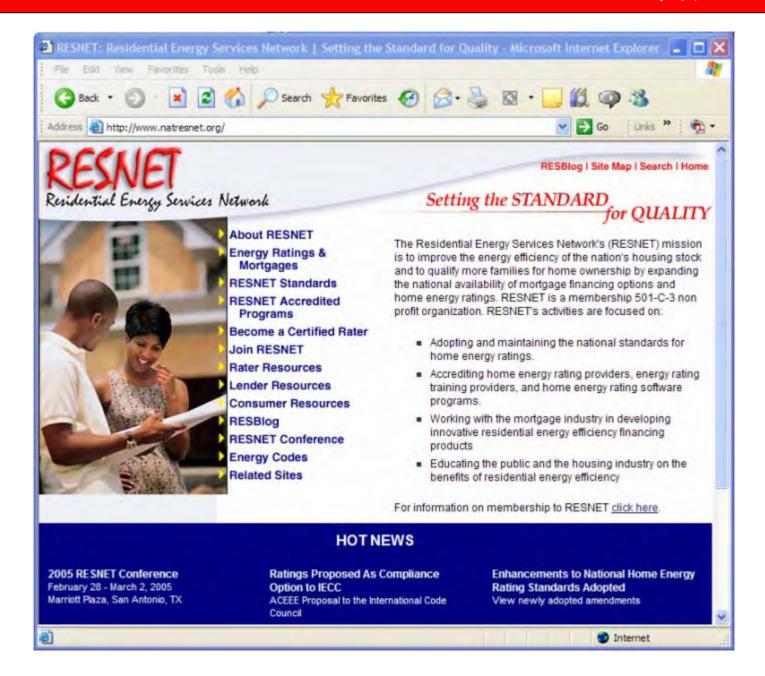
- Create a community for professionals in the rating industry
- Provide a venue for sharing up to the minute news and information of interest to those in the rating industry
- Provide for (almost) real time feedback (not a chat room or bulletin board)

# ResBlog's Agenda

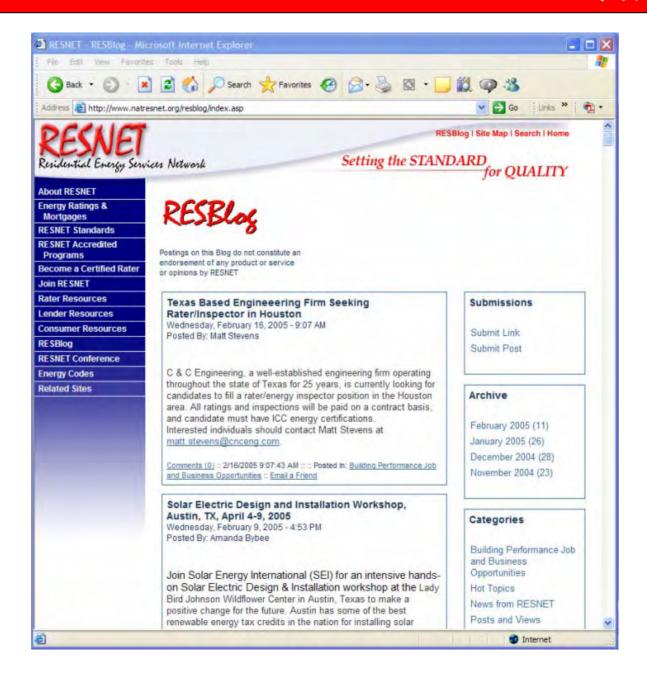
Timely news and updates from RESNET

Time sensitivity

Lifestyles of our RESNET network and industry professionals

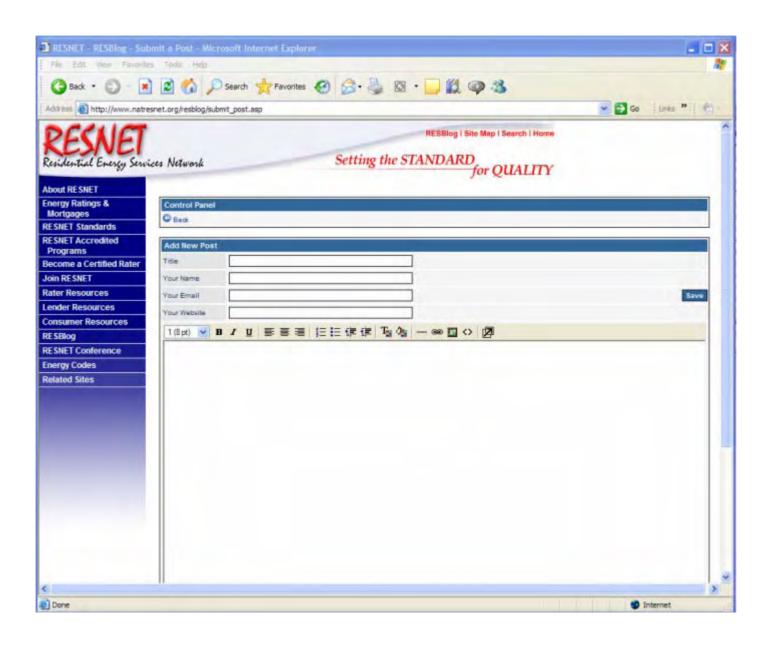






# ResBlog's "Categories"

- News From RESNET
- Hot Topics
- Posts and Views
- Business Performance Job and Business Opportunities
- Upcoming Events



#### **Postings**

RESNET staff notified via e-mail

 RESNET staff reviews for appropriateness, category(s), and end-date (default = 1 month)

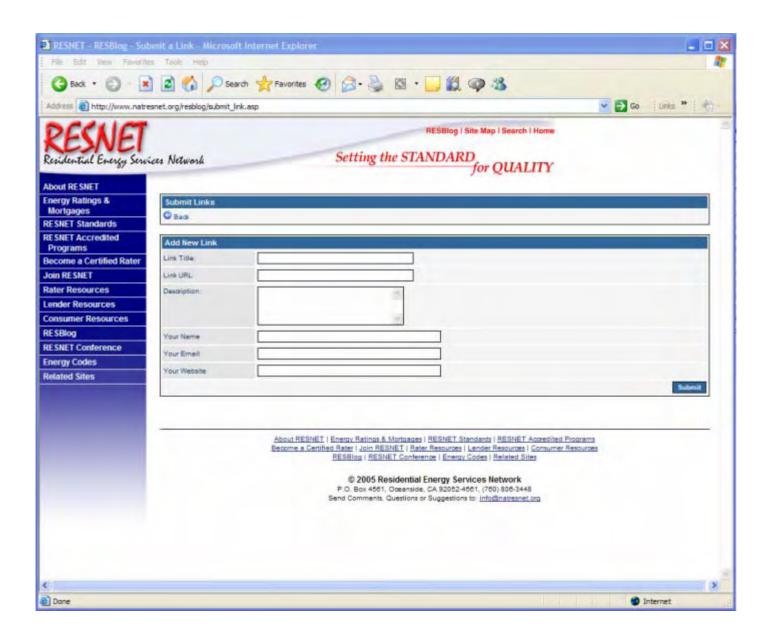
 RESNET staff approves – may take up to 48 hours – depending on day and time

#### Commenting

RESNET notified via e-mail

 Your comment reviewed by RESNET staff before posting – comments will nor be edited

 RESNET staff approves – may take up to 48 hours – depending on day and time



### **Posting Links**

Only links to Blog's

Not links to web sites

#### **Other Features**

E-mail a friend

Archives – submissions archived by month



### Setting up Your Own Blog

- www.blogger.com
- www.livejournal.com
- www.ModBlog.com
- www.MyBlogSite.com

### Response to ResBlog

 Amazing response since ResBlog went online in XXXX,

Visits to ResBlog average XX/week

### Make Visiting ResBlog a Habit!

You can "participate" by submitting postings or comments ...... or you can just "visit" ResBlog

The important thing is to make a HABIT of visiting ResBlog on a regular basis for the latest news in the rating industry